

Every One of Us



***Keyworker and Local Federal
Coordinating Committee Handbook***

CFC

**Combined Federal Campaign
Quantico
Fall 2004**

GOAL - \$365,000



CFC at a Glance

- **Once-a-year charitable fundraising campaign for Federal civilian and military employees**
- **Established in 1961 by President JFK**
- **1983 Executive Order issued limiting participation to voluntary agencies**
- **Contributors are encouraged to designate**
- **Employee benefit**
- **Administered and regulated by OPM**



CFC at a Glance

- **Eligible organizations must meet reasonable standards of financial integrity/public accountability**
- **Today, there are over 500 combined campaigns throughout the U.S.**
- **Rappahannock United Way (RUW) has equitably served Quantico employees as the Principal Combined Fund Organization (PCFO) since 1984**
- **CFC is considered “Official Government Business”**



The Gift

- **All donated funds, minus administrative expenses, go directly to the organization specified. Administrative expenses are approved by the Local Federal Coordinating Committee (LFCC).**
- **Payroll deduction is easy and convenient.**
- **Deductions begin with the first pay period in January and end with the last pay period in December.**
- **Contributions are VOLUNTARY!**
- **Contributors are encouraged to designate. Individuals can donate to as many organizations as they wish, they just have to fill out additional pledge cards.**
- **Undesignated funds: the proportions are determined by the amount designated for each agency**



Incentives

There is no set gift amount. **EVERY contribution helps**

Eagle

\$120- \$239



Note Cube

Flag

\$240-\$479



**Ceramic
Coffee
Mug**

Semper Gratis

\$480+



**Lunch
Sack (but
Hunter
Green)**



DO NOT enter into federal payroll

~~My salary amounts have been designated for my payroll deduction for the calendar year 2003, which I may be employed during 2003 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2003 starting with the first pay period that begins in January and ending with the last pay period that begins in December. I understand that the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.~~

☐ I do not want my name and address released to the voluntary organization.

- * - **Pledge only to agencies in the book**
- * - **Donors may designate to more than five agencies, but must fill out additional**
- * - **Payroll Deduction must be a minimum of \$1.00 per pay period**



Pledge Card

Quantico CFC P.O. Box 398, Fredericksburg, VA 22404			OPM CFC Control No. 0898		ATTENTION PAYROLL OFFICES: This number identifies the local CFC. DO NOT enter into federal payroll.	
PRINT NAME (LAST)		FIRST	MIDDLE INITIAL	<input type="checkbox"/> CIVILIAN <input type="checkbox"/> MILITARY FEDERAL ORGANIZATION		UNIT/DIVISION OR PAYROLL OFFICE
WORK ADDRESS & ZIP CODE				WORK PHONE		SOCIAL SECURITY NUMBER
CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.						
CONTRIBUTION	AMOUNT	INTERVAL	TOTAL GIFT	FOUR DIGIT AGENCY CODE ANNUAL AMOUNT		
MILITARY PAYROLL		X 12 months	\$			
CIVILIAN PAYROLL		X 26 pay periods	\$			
CFC Organization contributions may be made to:				more charities or federal		
<input type="checkbox"/> I do want my name and address released to the voluntary organizations designated.				I authorize the CFC to deduct the amount(s) shown above from my pay starting with the first pay period that begins on or after the date of this authorization. I understand that this authorization may be revoked by me in writing at any time before it expires.		
STREET				DATE		
CITY						
<input type="checkbox"/> I do not want my name and address released to the voluntary organizations designated.						

MCCDC/Section (EFDC,TFS,Doctrine)

MCB/Div

TECOM/(TRNG CMD, EDCOM)

MCWL/Div

MCIA

CPAC

Little Hall

Lejeune Hall

WTBN

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Report Envelope

**TYPE
OF
GIFT**

MILITARY
OF
\$
DONORS
AMOUNT

CIVILIAN
OF
\$
DONORS
AMOUNT

TOTAL
OF
\$
DONORS
AMOUNT

PAYROLL DEDUCTION				
Designated	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
CASH				
Designated	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
CHECKS				
Designated	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____



Marketing the Campaign

- **Be creative and make it “fun” fundraising**
- **Use group meetings**
- **Stress payroll deduction**
- **Show the video**
- **Sponsor special events (all money collected during a special event goes to undesignated)**
- **Don’t take objections personally**
- **Never coerce**
- **Say “Thank You” continuously**



Group Meetings

- **Remarks by keyworker**
 - Welcome**
 - Remarks endorsing the CFC**
 - Distribute brochure**
- **Remarks by guest speaker (i.e., supervisor showing support, employees testimonial)**
- **Show video**
- **Explain the CFC system**
 - Reasons for giving**
 - General CFC information**
 - Discuss brochure and incentives**
 - Answer questions**
- **Ask for contributions**
 - Hand out pledge cards**
- **Say “Thank You” continuously**



How to Handle Typical Objections

- **Remember...it's not personal.**
- **It is probably not real —Most objections are “stalls” rather than sincere objections. Probe to find the real cause behind the concern. Often it has stemmed from a misunderstanding about CFC.**
- **Be sympathetic—Listen carefully to what your prospect says. Don't agree but sympathize and show concern.**
- **Don't argue—Arguing will force your prospective donor to defend their objection. You may win the argument but lose the contribution.**



How to Handle Typical Objections

- **Encourage him/her to ask questions—Let your prospect expand upon the concern and then address the situation.**
- **Remember: If a question arises that you cannot answer, call your department representative or PCFO. A prospective donor will appreciate you taking the time to find the answer and get back with them.**
- **Use brochures as a resource.**
- **Assure the donor that “This is a Great System.”**
- **Be enthusiastic—it will rub off.**



Where Do I Go From Here?

- **Learn about CFC**
- **Make your own gift**
- **Organize a group meeting**
- **If a group is not possible, begin making a one-on-one request for a contribution**
- **Make your introduction and opening comments/explain CFC and ask for questions**
- **Say “Thank You”**
- **First turn-in date is 13 October**
- **Give out incentives**
- **Collect the brochures and recycle them**



LFCC Turn-in Dates

13 October
20 October
27 October
3 November
10 November
17 November
24 November
1 December
8 December

Possible
extension
dates



CFC